

# TOURISM DEVELOPMENT COMMISSION

2016 - 2017 QUARTER 2 ROI REPORT



Experience Scottsdale uses the Scottsdale brand in all promotions regardless of funding source or partners included. Outlined programs and results in this report were achieved by Experience Scottsdale using funds from the City of Scottsdale, other partner communities, and the State of Arizona's Prop 302.

Oct. 1 – Dec. 31, 2016

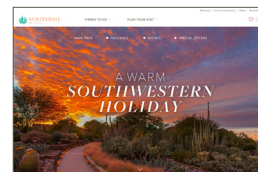
## MARKETING

### › Scottsdale Golf Week

- The inaugural Scottsdale Golf Week welcomed avid golfers from across the U.S. and Canada to the destination Dec. 5-11. The event was promoted via email and social media, on ScottsdaleGolfWeek.com, and in *Golf Digest* publication assets.

### › A Warm Southwestern Holiday

- With "A Warm Southwestern Holiday," Experience Scottsdale showed visitors the tried and true experiences awaiting them in the desert during November and December. HolidaysinScottsdale.com featured inspirational ideas, special holiday events, and promotions.
- Since the launch of the holiday campaign five years ago, hotels in the area have experienced a **12%** increase in occupancy in November/December.



## CONVENTION SALES & SERVICES

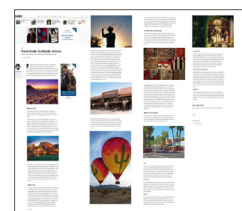
- › The sales team assisted in booking **258** meetings to date, which accounted for **86,310** incremental room nights in the destination.
- › Experience Scottsdale hosted **2** familiarization tours (FAMs) during the quarter resulting in **16** leads. Experience Scottsdale welcomed **13** meeting planners for the 6<sup>th</sup> Annual Scottsdale Canadian Meetings FAM and **8** meeting planners for the Fiesta Bowl FAM.

## COMMUNICATIONS

- › The communications team assisted in generating **433** articles about Scottsdale to date.
  - These articles were worth **\$8.8 million** in editorial value and reached **2.7 billion** readers.
- › Experience Scottsdale brought **71** journalists to Scottsdale during the quarter during press trips and the Travel Classics West Writer's conference. The media represented publications such as:
  - *Delta Sky Magazine*, *National Geographic Traveler*, *Wall Street Journal*



Travel + Leisure, Nov. 2016



Glamour (United Kingdom), Dec. 2016

## TOURISM

- › Through tradeshows, one-on-one meetings and training sessions, the tourism team shared the Scottsdale message with **2,343** travel agents and tour operators from **20** countries to date: Belgium, Brazil, Canada, China, France, Germany, Ireland, Italy, Japan, Luxembourg, Mexico, Poland, Portugal, Romania, Singapore, Spain, Sweden, Switzerland, the United Kingdom and the United States.
- › Experience Scottsdale produced **732** leads and services for members to date.
- › Scottsdale was featured in **210,000** tour operator brochures tracked to date.

## HOTEL PERFORMANCE

- › Following is the most up-to-date Smith Travel Research data, which shows the performance of Scottsdale-area hotels for the calendar year to date.

	January - December 2016	January - December 2015	% Difference
Hotel Occupancy	68.2%	68.1%	0.1%
Average Daily Room Rate (ADR)	\$188.64	\$185.51	1.7%
Revenue per Available Room (RevPAR)	\$128.68	\$126.36	1.8%

(Source: Smith Travel Research)

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## PERFORMANCE MEASURES

	Year-to-Date (July – Dec. 2016)	% of Annual Goal
<b>CONVENTION SALES</b>		
Generate <b>1,356</b> convention sales leads for Scottsdale properties	767	57%
Conduct <b>192</b> customer interaction/site inspections for Scottsdale properties	123	64%
Confirm <b>420</b> convention bookings for future dates	258	61%
Confirm convention bookings for future dates resulting in <b>120,720</b> room nights	86,310	71%
<b>CONVENTION SERVICES</b>		
Generate <b>276</b> products & services leads and hotel leads for 10 rooms or fewer	163	59%
<b>TRAVEL INDUSTRY SALES</b>		
Generate <b>1,500</b> domestic and international tour program leads and services for Scottsdale properties/venues	732	49%
Promote Scottsdale as one of the world's top leisure destinations to <b>3,300</b> targeted clients	2,343	71%
Generate a minimum of <b>3.0 million</b> travel agent impressions via destination product offering in domestic and international tour operator brochures	210,000	7%
<b>COMMUNICATIONS</b>		
Generate <b>1,000</b> travel articles about Scottsdale	433	43%
<b>MARKETING</b>		
Generate <b>430,000</b> brand engagements through visitor guide distribution, collateral downloads, email opens and social media followers	293,893	68%
Generate a minimum of <b>1.2 million</b> visitor sessions* to the Experience Scottsdale website: <a href="http://www.ExperienceScottsdale.com">www.ExperienceScottsdale.com</a> and all affiliate sites	951,481	79%

\*Terminology has been changed to "visitor sessions" from "unique visitors" to better reflect the metrics tracked.

All Experience Scottsdale performance measures are based on the organization's overall outcomes for the Scottsdale area, which is defined as all businesses in Scottsdale and surrounding areas that are part of Experience Scottsdale's membership, including those in partner communities.